

MAY
2024

Update

**EastGen**

Visitors asked, "Where are the flies?"



Rob Chadwick's answer to cost savings during agitation of his manure pit led to another pleasant bonus – a significant reduction in flies around his **Deseronto, Ont.**, dairy farm. The latter was noticed and appreciated by the family, their milker, and visitors alike. "Our manure pit has a roof over it, so we were dealing with heavy crust and increased agitation times. When diesel became really expensive during Covid we were noticing that bill was rising higher and higher, so I remembered a company selling an enzyme producing bacteria product at CDX," said Rob who is now buying **BactZyme® Premium Blocks** from his EastGen Regional Sales Representative, Scott Brown.

"Last year (first time using **BactZyme**) we noticed a reduction in the number of flies in August and September, and we noticed a decreased agitation time, so it was helpful that way. Also, we usually buy fly spray for the parlour, and in the summer would go through piles of it, but last year we didn't go through a single can," Rob states, adding, "My hired hand who does the milking confirms, 'it's great, there's hardly any kick-offs.'"

*Fly season is approaching! Talk to your EastGen representative about the benefits of this product, or order your **BactZyme® Premium Blocks** online today from store.eastgen.ca.*



Scan for
product info

Visitors to the farm also remarked positively to things Rob can only attribute to the use of **BactZyme**. Before corn silage harvest last year, a group of local dairy farmers attended a meeting hosted at the farm. "A couple of them came up to my wife and said, 'it's beautiful up here,' referring to their farmhouse overlooking the barns. "Then they remarked, 'You have a white house – where are all the flies?' And she said we don't have flies up here. Their reaction was, 'what?!'" Another visitor, an exterminator called in to deal with a wasp problem in the farmyard remarked to Rob, 'I was at a farm the other day and the barn wall was just covered in flies. Then he asked, 'who'd you get to spray?' I said we didn't spray - we just used the pucks.'" "I would use them just for the (reduction in) flies," says Rob, referring to **BactZyme** pucks. "I mean it's an expense, but for around \$133 or less a month that's pretty cheap for no kick offs and less flies in the parlour, happier employees and less diesel. So, I think it's a win-win. We really like it."

Throughout the year Rob uses about 75 **BactZyme** pucks, supercharging with ten pucks right after the manure storage is emptied, and then adding three pucks every two weeks when their holding area under the freestall barn is pumped over to the covered storage area.

"I wish I had more data for you, but I've been in this new barn for 10 years and using **BactZyme** was the only change we made," Rob states. "It was a wetter year which I would think would be more conducive to flies."

Joined by his wife Jillian and daughters Gia, 11, and Gemma, 7, Rob is the fourth generation Chadwick to dairy farm at this location. Their Longlayne herd currently includes 78 Holsteins milked in a double six parlour. The farm operation consists of 1400 acres growing corn, soybeans, wheat, and alfalfa.

EastGen Youth Show Entries Close June 1st

Online entries are now open via the AssistExpo links below each event, and they close **Saturday, June 1st**.

EastGen Atlantic 4-H Showcase – July 2-4, Truro, NS

<https://www.assistexpo.ca/eastgen-atlantic>

EastGen Showcase – July 3-4, Spencerville, ON

<https://www.assistexpo.ca/eastgen-showcase>

EastGen Challenge West – July 8-9, Woodstock, ON

<https://www.assistexpo.ca/eastgen-challenge-west>

EastGen Challenge East – July 11-12, Markham, ON

<https://www.assistexpo.ca/eastgen-challenge-east>



Additional details will be released after registration. For further info: tara.reynolds@eastgen.ca or call/text 226-332-2264.

New EastGen Staff Announcements



Amanda Stokes



Jessica Aivaliotis



Rob Verhoeven



Zubair Salimi

Amanda Stokes has accepted the role of **Human Resources Manager** and joined EastGen on March 25th. She replaces Elaine Andrews who left the company on April 26th and returned to the HR department at Semex after two years in this senior management role at EastGen.

Amanda previously held the HR Business Partner position at Syngenta in Guelph for the last seven years. In addition to her time at Syngenta, Amanda is also active in the local HR Professional Association and teaches part-time with Conestoga College.

Amanda is passionate about agriculture and feels grateful to contribute to the industry as part of the EastGen team. Outside of work, Amanda spends her time making memories with family and friends, and collecting hobbies - most recently, beekeeping.

Jessica Aivaliotis accepted the position of **Receptionist & Accounting Assistant** and joined the company on March 12th. A busy mother of three kids and one dog, she has more than 10 years' experience in the customer service/office admin field. "I have a lot of empathy and a people-first attitude, which has been successful for me in building trust and positive

relationships with customers over the years," she says, adding, "I am very excited to be given the opportunity to join the EastGen family."

"I'm excited to get started and hope I can fill Charles' shoes," says **Rob Verhoeven**, referring to Charles Martin who recently retired after a 45 year career with EastGen and its legacy companies. Rob rejoined EastGen on April 1st to assume the **Dairy & Beef Genetic Solutions Provider** role in Northern Ontario. He will be reporting to Scott Cornish, Regional Sales Manager.

Zubair Salimi joined EastGen on March 25th as an **Intermediate Accountant**. Zubair has lived in Guelph for most of his life and attended the University of Guelph as well. Following graduation, he began working at Semex and was there for four years before making the move to EastGen. "I chose EastGen because I enjoy the industry we are in and joining a smaller team here gives me more opportunities to learn more in depth about the business as well as getting my fingerprints around more facets of the business," he says.

Welcome to Amanda, Jessica, Rob and Zubair!



RED TAG SIREs

Preferred Sires... for Preferred Calves

With unprecedented beef and cattle prices, our newest release of **Red Tag Sires** will ensure the highest of market value. Red Tag Sires are our **beef on dairy bulls** that are genetically designed to provide the product that buyers demand ensuring profitability to our dairies.

Semex is committed to providing the highest value beef on dairy sires through both their internal program and sourcing elite sires in the marketplace.

EastGen has a new group of these sires available.

Spring Semen Special (runs until August 12th)
*Two opportunities for 50% off retail price on Red Tag beef sires when you buy 30 doses of sexed semen or 20 doses of conventional semen from selected Holstein sires at regular discounts.
And what a line-up they are!!! Ask your EastGen rep. for details.*

PRODUCT SPECIAL

Special

May 1 - June 30th, 2024



Estroprotect

- Estroprotect™ Heat Detectors are proven tools that help dairy & beef producers identify their animals for the maximum opportunity for pregnancy
- More than 25 million units used worldwide
- Supported by university research and over a decade in the marketplace
- Easy to use peel & stick
- No messy glue required

Sale \$

Estroprotect 50 / pkg	#868	\$94 / pkg
--------------------------	------	-------------------

Kamar

- Valuable heat detection aid that helps in identifying cows ready for AI
- These pressure sensitive devices have a built-in timing mechanism designed to be activated by standing heat behaviour
- Glued onto the sacrum (tail head), pressure from the brisket of a mounting animal requires approximately 3 seconds to turn the detector from white to red

Sale \$

Kamar Kits 25 / pkg (glue included)	#701	\$45 / pkg
--	------	-------------------

Mr Sticky

- Effectively catches, controls and eliminates flies
- Non-toxic, environmentally safe
- No insecticides or pheromones
- Constant cost-effective fly control

Sale \$

Mr. Sticky Roll 1000 ft / roll	#448	\$53 / roll
-----------------------------------	------	--------------------

FliesBeGone Trap

- Effective for 4-6 weeks with a range of 50-100 yards ... That's powerful!
- No toxins! No poisons! No insecticides!
- Catches up to 20,000 flies and up to ten times faster than other traps.
- Maintenance free and completely disposable.
- Nothing to clean up!

Sale \$

FliesBeGone Fly Trap	#495	\$23 / ea
-------------------------	------	------------------



EXTREME TPI

0200HO11862



#3 TPI



DUPORTAGE LAMBEAU IMONICA VG-85-2YR-CAN
Ferme Roussettes Enr., Leclercville, QC

WESTCOAST Lambeau



PURSUIT x DOC x JEDI

#3 TPI at +3147 GTPI
+1462 PTAM +.23% PTAF +1044 NM\$
+1117 DWP\$ +2.45 PTAT
HAUSA-G / 04-24

+3521 GLPI \$2484 Pro\$ +108 ME
+105 FE +444 Milk +110 (+.77%) Fat
+58 (+.33%) Prot +2 Conf +107 MSp
+108 MTemp 102 HL 104 DFert
GEBV 24*APR

- One of the highest ranked sires south of the border!
- An early Robot Ready & A2A2 Pursuit son from the sensational Laurie Sheik family.
- **For incredible profit potential, LAMBEAU can't be overlooked!**

